

## CERTIFICATE

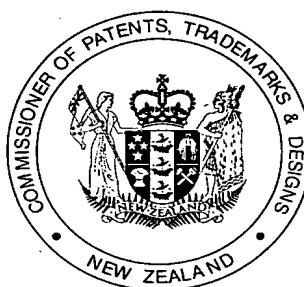
This certificate is issued in support of an application for Patent registration in a country outside New Zealand pursuant to the Patents Act 1953 and the Regulations thereunder.

I hereby certify that annexed is a true copy of the Provisional Specification as filed on 17 May 2000 with an application for Letters Patent number 504589 made by COMPUTDIGN INTERNATIONAL LIMITED.

Dated 10 October 2003.



Neville Harris  
Commissioner of Patents, Trade Marks and Designs



504589

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15 Patents Form No. 4

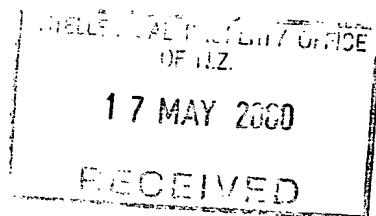
PATENTS ACT 1953

**PROVISIONAL SPECIFICATION**

20

**CUSTOMER ACTIVITY TRACKING SYSTEM AND METHOD**

We, **COMPUDIGM INTERNATIONAL LIMITED**, a New Zealand company, of Level 16,  
Compudigm House, 49 Boulcott Street, Wellington, New Zealand, do hereby declare  
25 this invention to be described in the following statement:



## CUSTOMER ACTIVITY TRACKING SYSTEM AND METHOD

### FIELD OF INVENTION

- 5 The invention relates to a customer activity tracking system and method.

### BACKGROUND TO INVENTION

10 It is becoming increasingly common for merchants to operate web sites as part of their business. To compete effectively, it is necessary for a merchant to be able to identify and action information collected from the use that is made of these web sites. The task of identifying this hidden information has proved very difficult for merchants.

15 It would be very useful for a merchant to have the collected data presented in a graphical manner, particularly where the data is to be displayed to a non-technical audience. It would also be beneficial for a merchant to formulate different queries for the collected data without requiring technical knowledge.

### SUMMARY OF INVENTION

20 In broad terms in one form the invention comprises a customer activity tracking system comprising a memory in which is maintained an interaction database of interaction data representing interactions between customers and merchants; display means arranged to display a graphical representation of at least one merchant; retrieval means  
25 arranged to retrieve from the interaction database data representing interactions between customers and merchants; and report generating means arranged to superimpose a representation of the data retrieved from the interaction database on the representation of the merchant.

30 Preferably one or more of the merchants operates from one or more web sites which are accessed by customers over the Internet.

Preferably the display means is arranged to display a graphical spatial representation of premises of the merchant.

35 Preferably the display means is arranged to display a graphical web site map of a merchant.

Preferably the display means is further arranged to display a graphical spatial representation of customer provenance.

Preferably the report generating means is arranged to superimpose a contoured representation of the data retrieved from the interaction database on the representation of the merchant and/or representation of customer provenance.

In broad terms in another form the invention comprises a customer activity tracking method comprising the steps of maintaining in a memory an interaction database of interaction data representing interactions between customers and merchants; displaying a graphical representation of at least one merchant; retrieving from the interaction database data representing interactions between customers and merchants; and superimposing a representation of the data retrieved from the interaction database on the representation of the merchant.

Preferably one or more of the merchants operates from one or more web sites which are accessed by customers over the Internet.

Preferably the method comprises the step of displaying a graphical spatial representation of premises of the merchant.

Preferably the method comprises the step of displaying a graphical web site map of a merchant.

Preferably the method comprises the step of displaying a graphical spatial representation of customer provenance.

Preferably the method comprises the step of superimposing a contoured representation of the data retrieved from the interaction database on the representation of the merchant and/or representation of customer provenance.

In broad terms in another form the invention comprises a customer activity tracking computer program comprising an interaction database of interaction data representing interactions between customers and merchants maintained in a memory; display means arranged to display a graphical representation of at least one merchant; retrieval means arranged to retrieve from the interaction database data representing interactions between customers and merchants; and report generating means arranged to

superimpose a representation of the data retrieved from the interaction database on the representation of the merchant.

5 Preferably one or more of the merchants operates from one or more web sites which are accessed by customers over the Internet.

Preferably the display means is arranged to display a graphical spatial representation of premises of the merchant.

10 Preferably the display means is arranged to display a graphical web site map of a merchant.

Preferably the display means is further arranged to display a graphical spatial representation of customer provenance.

15 Preferably the report generating means is arranged to superimpose a contoured representation of the data retrieved from the interaction database on the representation of the merchant and/or representation of customer provenance.

## 20 **BRIEF DESCRIPTION OF THE FIGURES**

Preferred forms of the customer activity tracking system and method will now be described with reference to the accompanying Figures in which:

25 Figure 1 shows a block diagram of an Internet-based system in which the invention may be implemented;

Figure 2 shows the preferred system architecture of hardware on which the present invention may be implemented;

30 Figure 3 shows an interaction between a customer and a merchant and the migration, retrieval and display of data obtained from the interaction;

Figure 4 shows a typical representation generated and displayed by the invention as showing a customer provenance map and merchant store representation;

35 Figure 5 shows another representation generated and displayed by the invention as showing the site map of a merchant web site;

Figure 6 shows the site map of Figure 5 configured to identify traffic flow; and

Figure 7 shows a web site usage profile generated and displayed by the invention.

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#### **DETAILED DESCRIPTION OF PREFERRED FORMS**

Figure 1 illustrates a block diagram of the preferred Internet-based system 10 in which the present invention may be implemented. The system includes one or more clients 10 20, for example clients 20A, 20B and 20C, which each may comprise a personal computer or workstation which will be described below. Each client 20 is interfaced to the Internet 22. As shown in Figure 1, each client 20 could be connected directly to the Internet with a suitable dial-up connection or could be connected through a local area network or LAN. Client 20C is shown as connected to the Internet 22 with a dial-up connection. Clients 20A and 20B, on the other hand, are connected to a network 24, such as a local area network or LAN. The network 24 could be connected to a suitable network server 26 and communicate with the Internet 22 as shown.

The system 20 also includes one or more web servers 30, for example web server 30A and 30B. Each web server 30 is connected to the Internet 22 as shown in Figure 1. Each web server 30 preferably comprises a personal computer or workstation operating under the control of suitable software. Connected to web servers 30 are one or more merchant computers or workstations 40, for example merchant 40A, 40B and 40C. Two or more merchants could be connected to the same web server as is the case with 25 merchant 40A and merchant 40B both connected to web server 30A. Alternatively, merchant 40C, for example, could be connected to dedicated web server 30B.

Figure 2 shows the preferred system architecture of a client 20, web server 30 or merchant 40 computer or workstation. The computer system 50 typically comprises a 30 central processor 52, a main memory 54, an input/output controller 56, a keyboard 58, a pointing device 60 for example a mouse, a display or screen device 62, a mass storage 64, for example a hard disk, floppy disk or optical disc, and an output device 66 for example a printer. The computer system 50 could also include a network interface card or controller 68 and/or a modem 70. The processor 52 could also include or be 35 interfaced to a cache memory 72 which could be arranged as an on-chip cache or external cache. The individual components of system 50 could communicate through a system bus 74.

Referring to Figure 3, a customer on client workstation 20 interacts with a merchant 40. The merchant 40 could include an individual, a company or organisation and will typically operate a web site or other electronic medium through which customer 20 purchases goods or services. The merchant may alternatively operate an on-line casino, 5 gambling or other gaming facility. The merchant could also offer transport and delivery, financial or banking services.

Customer 20 could include an individual, a company or organisation. The customer could be a purchaser of goods or services from the merchant or could simply be visiting 10 a web site operated by the merchant. An interaction between a customer 20 and a merchant 40 could be initiated by either the customer or by the merchant. As the customer 20 interacts with merchant 40, the interaction generates interaction data which is collected as indicated at 80. A typical record of collected interaction data is shown at 82. The record could include, for example, a merchant identifier. This 15 merchant identifier could be used to identify a particular merchant and could comprise the universal resource locator (URL) of a web site operated by the merchant, or an Internet protocol (IP) address for the merchant. The record 82 could also include a customer identifier. The customer identifier could include the IP address or other network address of the customer client 20. The customer identifier could alternatively 20 comprise a character string assigned to the customer by the merchant during a registration process with a facility for the customer to supply a user name and password to initiate an interaction in the known way.

The record 82 could also include the universal resource locator (URL) of a web page 25 visited by the customer 20 during an interaction. The record 82 could also include other data such as the date and/or time at which the interaction between the customer and the merchant took place, the cash value of any transaction if applicable, and a goods/services identifier where a transaction has taken place. It is envisaged that each 30 new URL visited by a customer, for example each new page visited in a merchant web site, generates a new interaction record. By retrieving and sorting these records by date and time, it is possible to calculate the number of customers visiting a particular web site and the average time spent at a particular web page or page cluster, as will be more particularly described below.

35 The interaction data is migrated to memory 54 of a suitable personal computer or workstation 50 as indicated at 84. Preferably the interaction data is stored in a data repository for example a data warehouse 86. It is envisaged that the data repository may alternatively comprise a single database, a collection of databases, or a data mart.

The data warehouse could also include data from other sources, for example, census data, data from a merchant-customer database, data from a merchant loyalty programme and/or promotion data held by a merchant.

- 5 The system retrieves data representing interactions between customers and merchants from the data warehouse 86 as indicated at 88. Preferably the system permits a user to specify the data to be retrieved, as will be more particularly described below.

10 After data retrieval, the system displays the data as indicated at 90, preferably as a graphic representation of the data on a screen display 62 of a suitable workstation. The representation of the data preferably includes animated visualisations (AVIs) or still images (stills) of web site usage by customers and the provenance or origin of those customers over the course of a trading period.

15 Figure 4 shows a typical representation generated by the system. The display could include a customer provenance window 100. The preferred customer provenance window displays a graphical spatial representation in the form of a topological map. The map is arranged to show the origin of customers interacting with a particular merchant. It will be appreciated that the scale of the map could be altered, depending 20 on the customer base under consideration. The map could include a detailed map, such as that shown in Figure 4 showing suburbs in a particular city, could alternatively show individual cities in a particular country, or could be a global map showing all countries.

25 The system may present the data to the user based on one of a number of key performance indicators (KPIs) which could include total sales, gross profit, net profit, gross margin return on inventory investment (GMROI), net margin return on inventory investment (NMROI), return on net asset (RONA), loyalty sales data, time spent viewing a particular web site and/or a web page visitation percentage. Each representation 30 could show for example a combination of number of customers, the number of sales and gross profit as is the case in Figure 4.

The preferred representation of data displays a particular value at a finite set of points in the representation. These points are shown in Figure 4 at 102A, 102B, 102C, 102D, 35 102E, 102F and 102G. The value at each data point is preferably represented as a contoured representation, having a defined value at the centre of the point with the values over the representation dropping away gradually between data points. Data points with large values, for example 102E, are represented as higher peaks than data

points with lower values for example 102G. The representation is preferably generated by a suitable function enabling the exact value of the data points to be plotted and the values of areas between data points to be generated as a function of the values of and distance from neighbouring data points. The function used could include the function 5 described in our New Zealand patent application 504333.

The customer provenance map 100 shown in Figure 4 illustrates that the customers contributing to the largest KPI values, have a provenance or point from which they interact with a particular merchant which is centred on point 102E. Customers 10 contributing to the lowest KPI values for the merchant have a provenance at point 102G. It will be readily inferred from such a representation that the most valuable customers are based around point 102E.

As described above with reference to Figure 3, each interaction record 82 includes a 15 customer identifier. This customer identifier could be linked to a physical address, within the requirements of any privacy restrictions, provided to a merchant by a customer at the time of registration or log-on. Alternatively, a geographic location could be inferred from the interaction itself. For example, a client workstation used by a 20 customer may use a particular network or Internet address from which a country code or indicator could be extracted. This would at least provide a customer provenance data to country level.

Referring to Figure 4, the system could also generate and display a representation of the merchant as indicated at 110. Where a merchant offers a range of goods or services, 25 the representation 110 could comprise a graphical spatial representation of a "virtual store". The virtual store plan could show virtual positions of a door 112, a service counter and one or more shelves 114 on which products are displayed. Where a merchant operates in a commercial premises or store in conjunction with a web site, it is envisaged that the representation 110 could comprise the actual graphical spatial 30 representation of the store. Where a merchant operates from two or more retail stores, the graphical representation could include spatial representations of each store and could also include a large scale map of the geographical area in which the merchants stores are located.

35 The representation 110 preferably shows distinct product types spaced over the representation. As described above with reference to Figure 3 each interaction record 82 may include goods/services ID which could be grouped into product types. Each product type or grouping in the representation could represent a data point which is

contoured in the same way as the customer provenance map 100 described above. Typical store plan data points are indicated at 116A, 116B and 116C. KPI values at individual points 116A, 116B and 116C are displayed as peaks, and values of areas between these data points are shown as contours in the same way as that described  
5 above.

The display could also include a progress bar as indicated at 120. The progress bar 120 could include an analogue time display 122 and date information for a particular visualisation. The presentation could also display one or more KPIs, for example the  
10 number of customers, number of sales and gross profit for a particular visualisation and also display totals, cumulative totals and cumulative percentages.

It is envisaged that the representation shown in Figure 4 could be presented to a user as a still image or still. Alternatively, the user could be presented with a series of time  
15 consecutive visualisations forming an animated visualisation or AVI. The analogue time display 122 would show the user the progress of the AVI. It is also envisaged that the main screen could include progress bars indicated at 124 which present a sliding scale of cumulative KPI totals to a user as the animation progresses.

20 The system is preferably also arranged to display a graphical site map of a merchant's web site. Figure 5 illustrates one preferred form representation. Web site pages or page clusters are indicated, for example, as boxes 140A, 140B, 140C, 140D, 140E and 140F. Each box is preferably shown with a page or page cluster number and a percentage representing the percentage of users visiting the web site who have viewed the  
25 particular page or page cluster.

For example, 100% of users visiting the web site have visited the home page shown as 140A. Web page 140B, which is accessible from web page 140A, has been visited by 28% of users. Web page 140C, which is accessible from web page 140A, has been  
30 visited by 71% of users.

By retrieving a set of records from the interaction database using a customer identifier as a key, and then sorting these records by date and time, the usage of a web site by an individual customer can be tracked and displayed in accordance with the invention.

35 In a preferred form, the representation shown in Figure 5 could have superimposed on it a representation of the data retrieved from the interaction database in the form of a series of ripple contours, with those web pages attracting high usage being contoured

as peaks. It will be appreciated that the KPI on which the representation is contoured could include any one or more of the KPIs discussed above, for example, total sales, gross profit, net profit and the like.

- 5 As shown in Figure 5, the user could also be presented with a legend 142 for shading relating to particular percentage values of visitation for each web page or page cluster.

Referring to Figure 6, the system may also be arranged to show traffic flow associated with a nominated page or page cluster. The user may be permitted to click for example 10 on page 140D, causing this page to be highlighted. Contributing pages 140B and 140C are highlighted as are destination pages 140E and 140F. The remaining web pages are greyed out. Customer traffic flow between web pages is preferably shown proportionally by the size of linking arrows. For example, the arrow linking web page 140B to 140D is thinner than the arrow linking web page 140C to 140D, indicating that web traffic from 15 web page 140C to 140D is greater than web traffic from web page 140B to 140D. It is envisaged that the colour of the arrows could also be varied to represent traffic flow.

The system is also preferably arranged to calculate and display web site usage patterns. By retrieving a set of records from the interaction database using a customer identifier 20 as a key, and sorting the records by date and time, the system can calculate how long a particular customer spends viewing a particular web page or URL by calculating the difference in time between successive interaction records involving different web pages or URLs.

25 By compiling these usage patterns for individual customers, the system can develop and display a profile of site usage, for example as shown in Figure 7A in which a merchant operates a web site having four web page or page clusters. These could include for example a front page or menu 150, a second web page 152 which elicits from the user a customised shopping list, a third web page 154 providing delivery 30 and/or payment options, and a fourth web page 156 arranged to display specials to a user and permit the user to select one or more of these specials.

The system may recognise several patterns in site usage. For example, pattern 1 could comprise 31% of all users who spend between 5 and 20 seconds viewing web page 150 35 and then exit. Referring to pattern 2, 12% of users could spend between three and ten seconds on web page 150, between 0.5 and 5 minutes on web page 152, between 10 and 25 seconds on web page 154 and then exit. Pattern 3 could comprise 7% of users who spend 3 to 10 seconds on web page 150, 1.5 to 3 minutes on web page 152, spend

3 to 12 minutes on web page 156, spend 10 to 20 seconds on web page 154 and then exit.

The system could recognise these patterns of repeated web page and page cluster visitation and usage. It could rank these patterns based on the percentage of web site visitors that the pattern includes, and display details such as the pattern percentage, the average time spent at each page or page cluster as indicated at 160, and the resultant KPIs of different usage patterns. The system could display for example a finite number of most common usage patterns, the number being defined by the user.

10 The system could also be arranged to record and display further patterns of use of particular web pages. It is envisaged that the interaction database 82 could be arranged to store further interaction data, for example the areas of a web page from which a particular user makes selections or into which a user types data, the areas to which a mouse pointer operated by a user is tracked and clicked while in the web site, known as the click source, and also the URL(s) of the source web page visited by a user prior to visiting the web page under consideration, and/or the destination web page visited by the user after visiting the web page under consideration.

20 The preferred system displays to the user several options for the retrieval and display of data. The system may include, for example, a visualisation Wizard implemented in a Microsoft Windows environment. It is envisaged that known equivalents may replace the Wizard when the system is implemented in different environments such as Apple, Sun Microsystems, or Unix/Linux environments. The preferred wizard enables a user 25 to create a synchronised pair of AVIs or stills, together with associated web site visitation and usage. The preferred wizard also enables a visualisation to be tailored to show a specific web site usage by requiring selections to be made for:

- Geographic area
- Customer profile or snapshot
- The KPI that the customer provenance map will contour
- Labels for the customer provenance map
- The KPI that the web site usage map will contour
- Labels for the web site usage map
- KPI progress bars (if any) are included
- What published KPI statistics (if any) are included
- Labels for the web page usage diagram

- Shading for the web page usage diagram
  - AVI start and finish dates and times and scheduling options
  - AVI frame frequency, for example a new frame every 5 minutes, 10 minutes, 30 minutes, etc
- 5 ● Name description and cataloguing options

The system may also be arranged to perform customer loyalty and marketing functions. The invention could provide the user with several options for generating mailing lists of web site users according to a particular criteria. For example, the system could generate a mailing list for those customers who have used a site, or those who fit a particular pattern of site usage as described above. The system could identify regular users of the site, calculate an approximate frequency of site usage, identify trends of increasing or decreasing usage across subsequent visits, and/or produce a list of those whose site usage changes for some reason. For example, the system could identify weekly shoppers who miss a week's order, customers who browse the "weekly specials" page, customers who have started to visit a particular web page after being included in a promotional mail out, and whether the customer is making purchases as a result. The system could also be arranged to assemble mailing lists of those users who make heavy usage of help pages.

20 It will be appreciated that a merchant operating a web site is vulnerable to attacks from what may appear to be genuine customers. These hackers often attempt to gain unauthorised access to a web site and either change the web site in some fashion by altering the text displayed on the web site, installing unauthorised computer programs or software on the web site, or retrieving data or computer programs from a web site without authorisation from the merchant.

25 Using the interaction database 82 described above with reference to Figure 3, supplemented with activity logs which routinely capture and store activity on a web site, the system could compile and display profiles of unauthorised customers. The system could display, for example, a customer provenance window such as that described above with reference to Figure 4.

30 It is envisaged that the system could build weekly or monthly reports listing any identified hacker attempts and details of these attempts with representations summarising their provenance or locations. In this way, a merchant could identify and build a profile of hacker activity directed to their organisation, enabling the merchant to

identify individual hackers, pinpoint their own security weaknesses and to develop strategies to counter unauthorised activity.

- In summary, the system and method of the invention permits a user to examine a visualisation of interaction data between customers and merchants, particularly visualisations of customers visiting a web site operated by a merchant. Data visualisations, in particular the animated visualisations described above, are a useful complement to other reporting tools, such as charts and graphs.
- 5
- 10 Using the system and method described above, a user may make sense of and obtain useful data from a data warehouse without requiring technical knowledge. For example, the user may identify optimal ordering of web page links on a merchant web site and select the most desirable ordering and positioning of these links. The user may also identify correlations between sales of different goods or services and may also
- 15 identify the effectiveness of loyalty programmes and other incentive schemes.

The foregoing describes the invention including preferred forms thereof. Alterations and modifications as will be obvious to those skilled in the art are intended to be incorporated within the scope hereof.

WEST-WALKER BENNETT  
  
per  
ATTORNEYS FOR THE APPLICANT

FIGURE 1

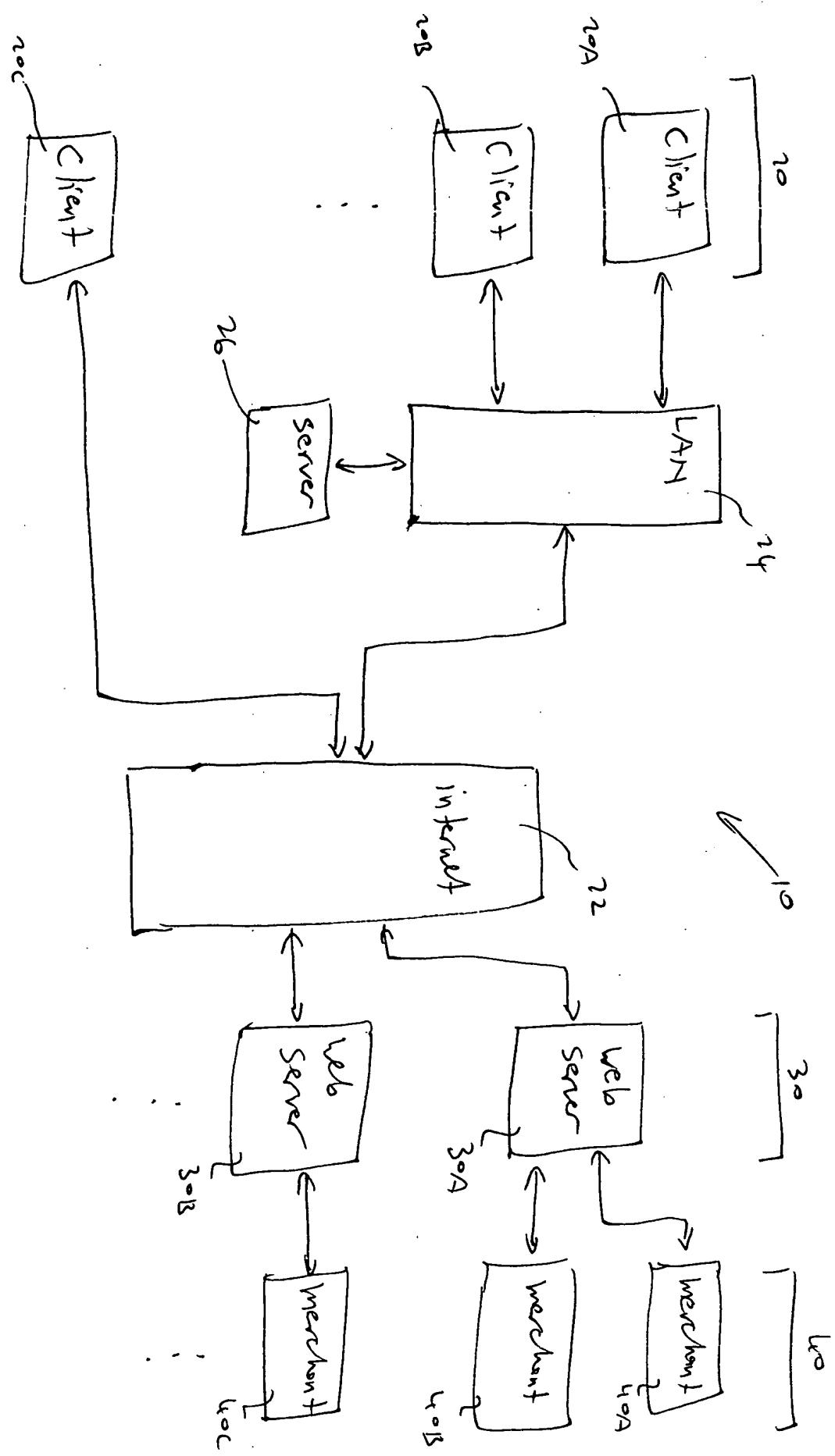


FIGURE 2

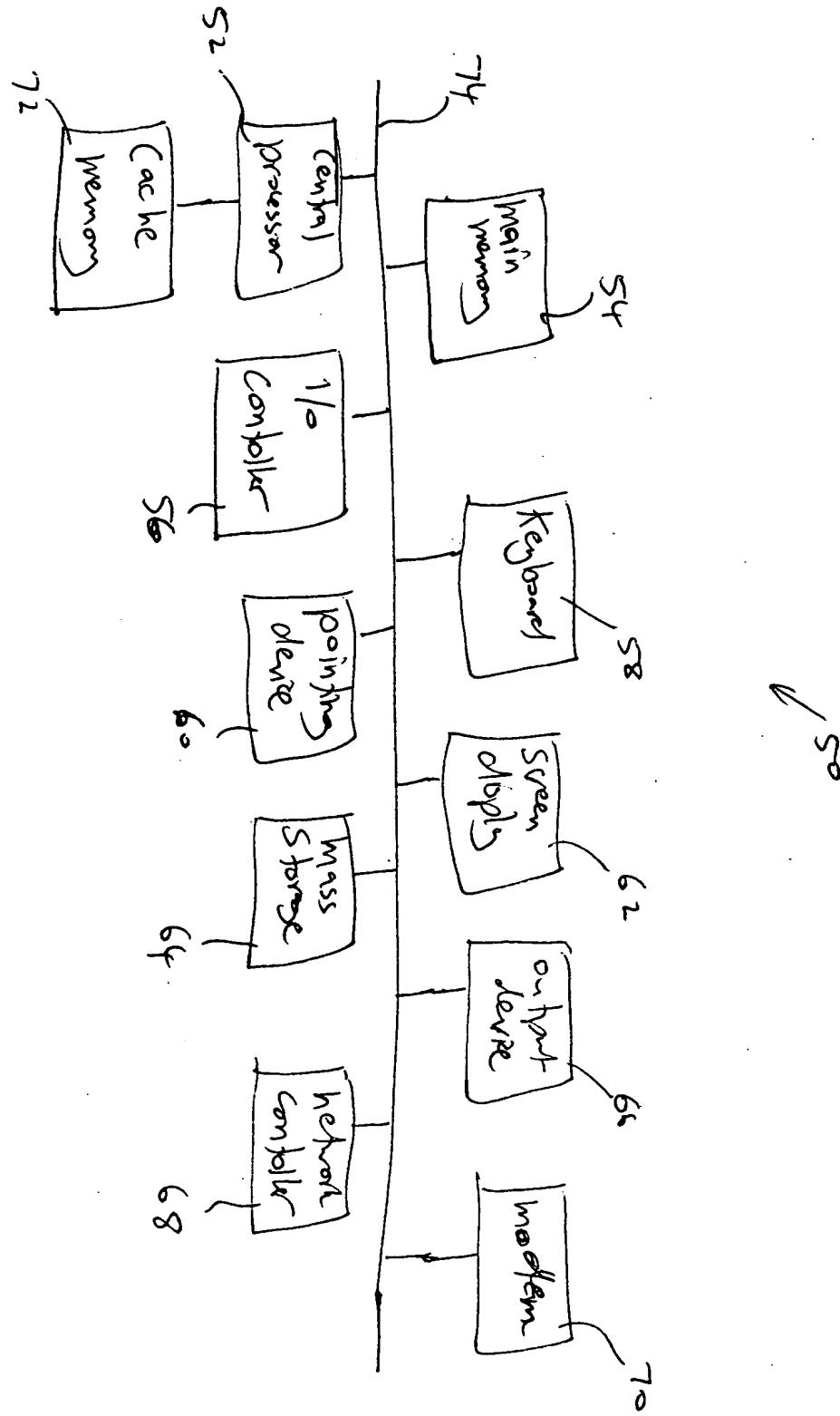
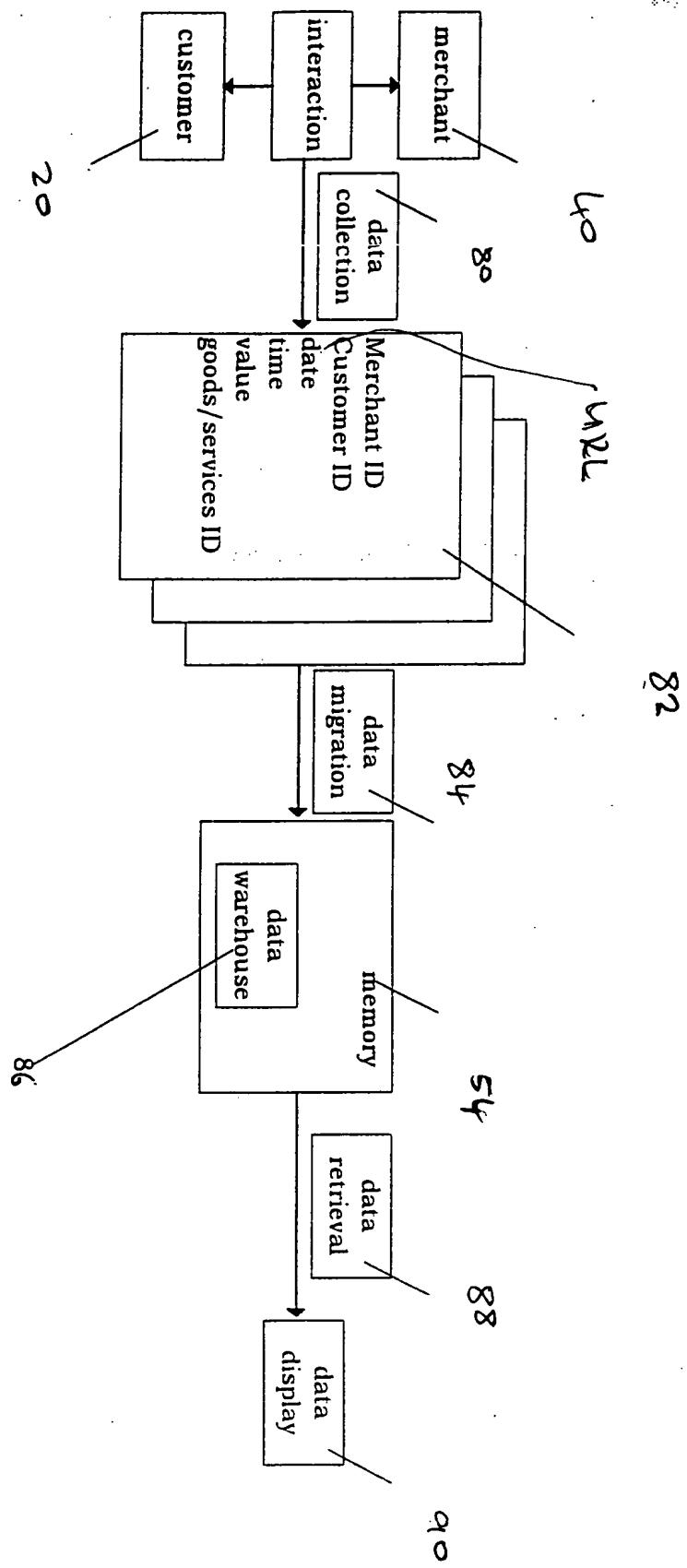
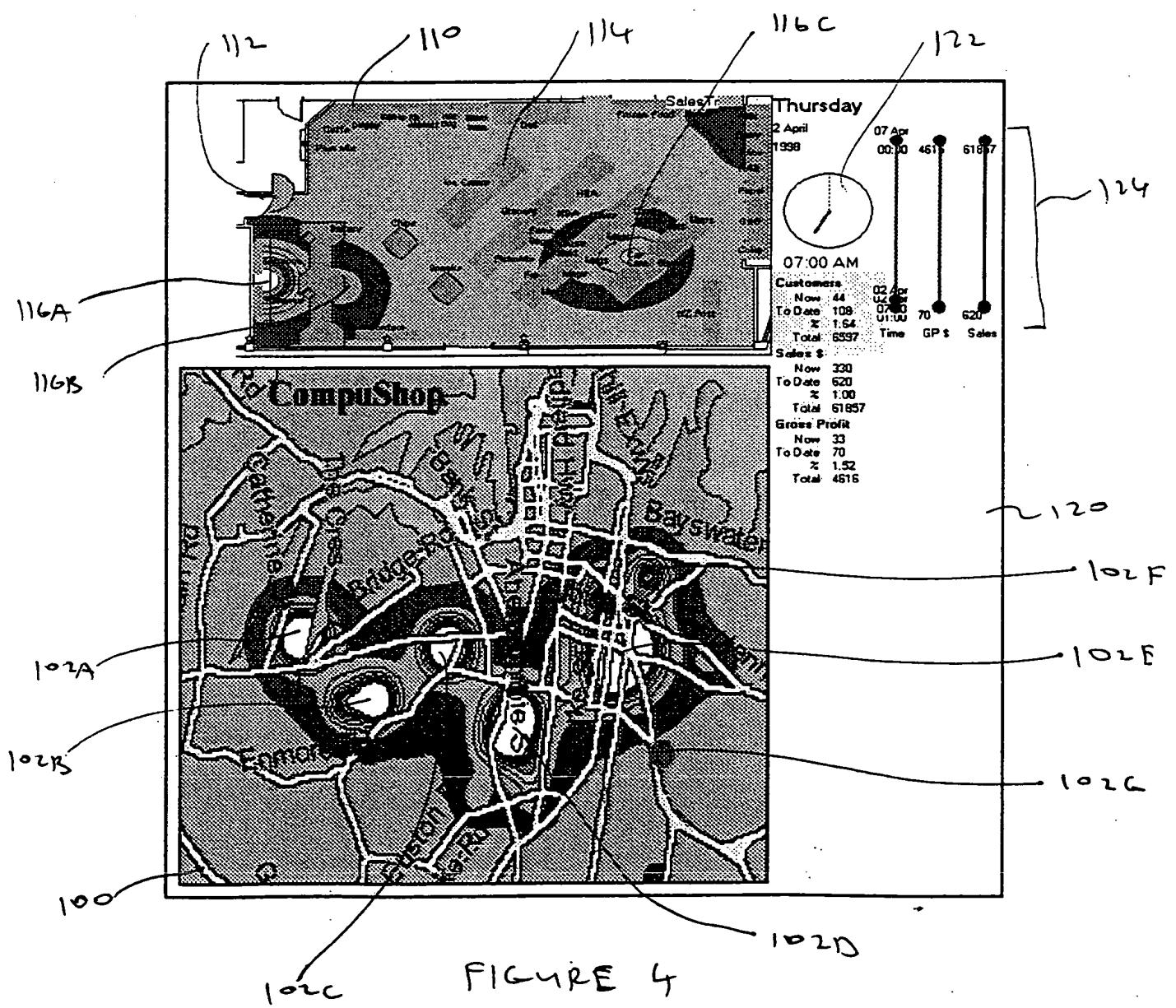
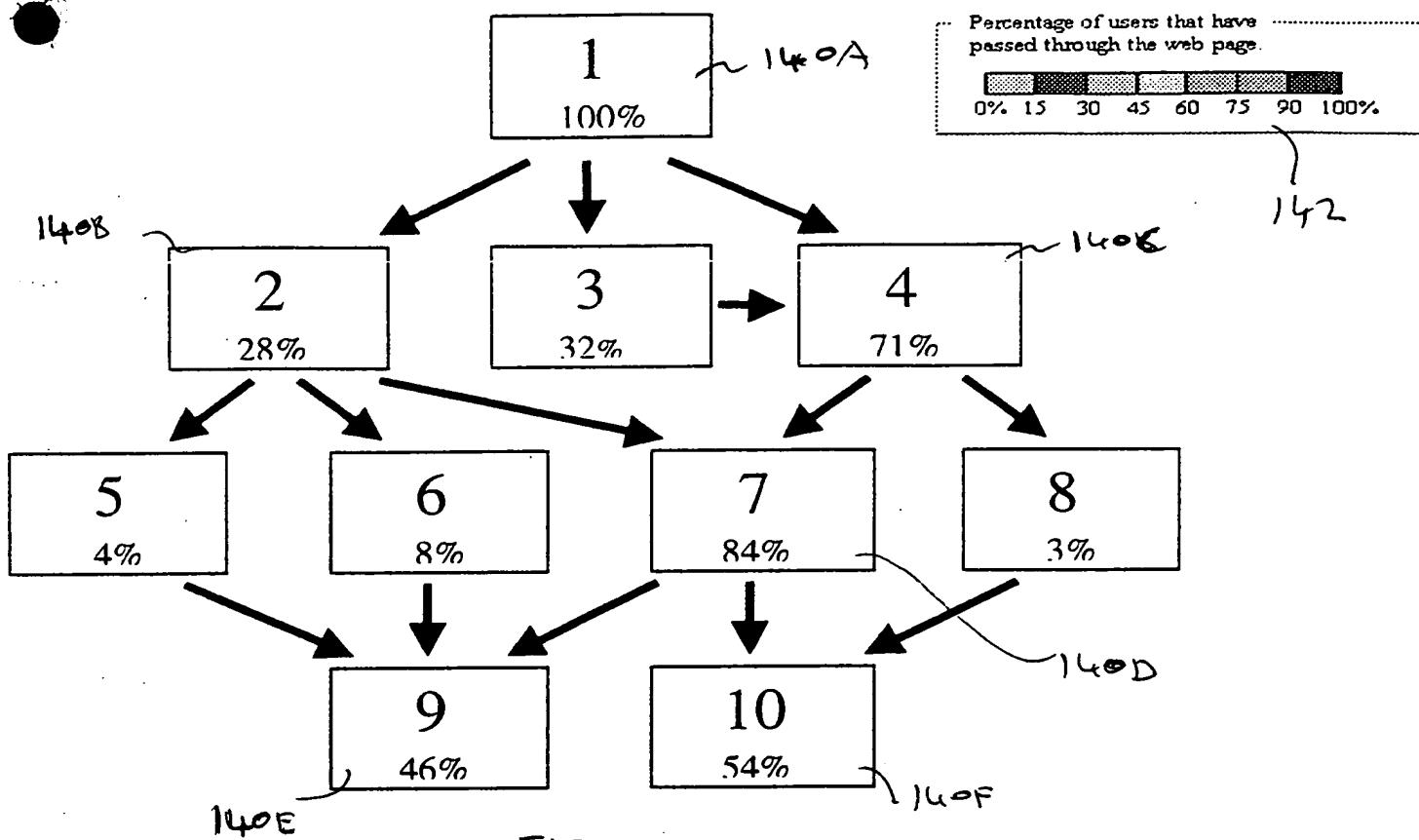


FIGURE 3

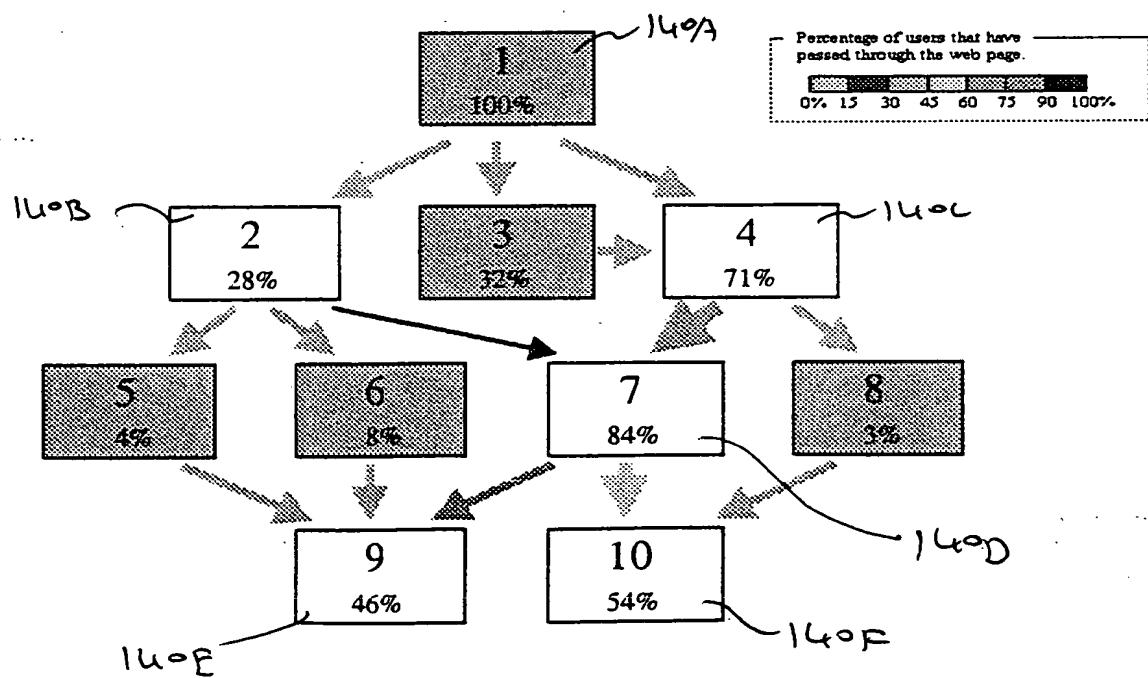




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## FIGURE 5



## FIGURE 6